

PHILIP MORRIS U.S.A.

INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: Meg Duane

DATE: May 24, 1990

FROM: Michael Mancuso *M. Mancuso*

SUBJECT: CAMBRIDGE "SMART SHOPPER" - OCTOBER

Please issue purchase requisitions for the following Cambridge material.

MANAGEMENT

<u>ITEM</u>	<u>ITEM #</u>	<u>QUANTITY</u>	<u>PACKING</u>
Brochure	49791	40,000	Band 5
150 Carton Sell Sheet	49792	40,000	Band 5

POS

<u>ITEM</u>	<u>ITEM #</u>	<u>QUANTITY</u>	<u>PACKING</u>
12 Carton Display	49794	6,300	Box 4
30 Carton Display	49795	11,500	Box 5
60 Carton Display	49796	9,560	Box 5
Large Poster	49797	34,360	*
Small Poster	49798	34,360	*
Large Easel	49799	34,360	*
Shelf Talker (Regular)	49800	34,360	*
Shelf Talker (Static Cling)	49801	34,360	*
150 Carton Display Kit	49807	7,000	Box 1
150 Carton Display Header	49802	7,000	*
150 Carton Display Shelf Talker	49803	14,000	*
4' Banner	58184	5,000	Box 2

* Each 12, 30, and 60 Carton Displays should contain:

<u>ITEM</u>	<u>ITEM #</u>	<u>QUANTITY</u>
Large Poster	49797	1
Small Poster	49798	1
Large Easel	49799	1
Shelf Talker (Regular)	49800	1
Shelf Talker (Static Cling)	49801	1

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* Each 150 Carton Display Kit should contain:

<u>ITEM</u>	<u>ITEM #</u>	<u>QUANTITY</u>
Large Poster	49797	1
Small Poster	49798	1
Large Easel	49799	1
Shelf Talker (Regular)	49800	1
Shelf Talker (Static Cling)	49801	1
150 Carton Header	49802	1
150 Carton Shelf Talker	49803	2

Delivery Schedule - Management - Due in KDC W/O 7/16.
POS - Due in KDC W/O 8/27.

MM:lg

cc: F. Alfieri
S. Altschul
C. Bassignana
L. Cappelli
A. Goldfarb
J. Greene
M. Heinrich
D. Laska
M. Lizanich
V. Occhiuto
N. Recine
J. Severino

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